

Quote

THE WEEKLY DIGEST

Volume 23—Number 23

Week of June 1, 1952

MAY WE *Quote* YOU ON THAT?

Gen ALFRED M GRUENTHER, NATO chief of staff: "On this very day, compared with NATO, the Soviet Union is at a very distinct advantage. . . The Soviets make up in size for lack of know how." 1-Q

" "

W JOHN KENNEY, deputy dir, Mutual Security Admin, protesting cuts in for'gn aid: "The House did a wonderful job yesterday. It voted for defense, it voted for economic aid—and it voted for economy. You just can't do all that." 2-Q

" "

Gen DWIGHT D EISENHOWER, addressing permanent council of NATO: "Our one trouble is that we are not united. It is a trouble the Communists don't have. They use a gun in the kidneys, a knife between the shoulder blades. People are united—or they don't exist. We have to find better ways." 3-Q

" "

Supreme Ct Justice, WM O DOUGLAS, dissenting from majority opinion that music and commercials may be legally broadcast on

public vehicles: "The right to be let alone is indeed the beginning of all freedom." 4-Q

" "

Rep JOHN M VORYS, (R-Ohio): "The cold fact of security is that the defense of Europe is very important to us, but not vital. . . There is not any one in the U S who thinks we are going to surrender to the Soviets if Europe is overrun." 5-Q

" "

Sen WM E JENNER, (R-Ind), predicting Pres Truman's cleanup doomed to failure: "You cannot clean up 20 yrs of corruption, subversion, graft, favoritism and influence—peddling with the same tools that created it." 6-Q

" "

HARVEY SLOCUM, special adviser on construction of giant dam in India: "The thing that makes this such a hell of a job is logistics. I guess that's one of them big words. In this case it means they don't make locomotives in native villages." 7-Q

" "

T W E L F T H Y E A R O F P U B L I C A T I O N



While it is theoretically possible for Congress to conclude "must" legislation before the nat'l party conventions, it is politically improbable that they will do so. Thus all signs point to a recess (rather than adjournment) with a ret'n to duty perhaps in Aug.

Supreme Ct decision in the steel seizure case may have some bearing on immediate Congressional trends. If Judge Pine is upheld, it would seem that the President must invoke the Taft-Hartley act, or face the prospect of a crippling strike. With this injunction in effect some pressure would be taken off Congress. However, if the Ct validates seizure, leaders in both parties are disposed to rush thru legislation clearly defining Presidential powers. The nature of this legislation will depend upon which faction becomes ascendant.

We have previously mentioned the 2 outstanding bills in this connection — Morse (Senate) and Smith (House). Preliminary hear-

ings have been held on both, to speed action in emergency.

The Morse bill has been rewritten since our original comment (QUOTE No 20). The Smith bill, more conservative, will be pushed in the House. A compromise is indicated, if early action becomes imperative.

There is considerable feeling to the effect that neither seizure nor compulsory arbitration is a satisfactory long-range solution. But conservative legislators are handicapped by the fact that there is no strong unified industry position. Employers are badly divided on certain key issues. A number, for example, like industry-wide bargaining—one of the conditions that make nat'l-emergency strikes possible. Until management presents a unified front—a program on which they are willing to stand—it is unreasonable to expect Congress to legislate effectively.

While Pres Truman cannot call a Special Session of Congress so long as it is technically in recess rather than adjourned, he may, for psychological effect, command the legislators to ret'n to duty, even tho it is obviously their intent to do so. His speech summoning Congress in Summer of '48 probably made him friends and votes.



MAXWELL DROKE, *Editor and Publisher*

W. K. GREEN, *Business Manager*

Editorial Associates: ALICE JACOBS, NELLIE ALGER,

ELSIE GOLLAGHER, ALVINA BROWER, ETHEL CLELAND.

QUOTE is issued weekly by Droke House, Indianapolis 6, Ind. Subscription: \$6 per year in advance, in U. S. and Possessions. Two years, \$10. Your own and a gift subscription, \$10. Canadian, \$6.50; two years, \$11. Other Foreign, \$8 per year. Entered as Second Class Matter at the Post Office at Indianapolis, Ind., under Act of March 3, 1879. Persons making use of material from QUOTE should give credit to the original sources as they appear. All unidentified items may be credited to QUOTE.

..... *Quote*

Titles QUOTE and THE WEEKLY DIGEST are registered with U.S. Patent Office.

★
"He who never quotes, is never quoted"
★

Charles H. Johnson



ABILITY—1

No matter how good you are, you're not good enough—so it is a good idea to keep right on plugging.—*Durez Molder*, hm, Durez Plastics and Chemicals.

ADVERTISING—2

A Montreal advertising man has for yrs kept on his office wall a large portrait of a man who looks as tho he might be proprietor of a small-town grocery.

"When I read copy prepared for one of our clients," he says, "I look up at that picture. There, I tell myself, is the guy this has to convince. If I don't think it will produce results on that basis, I send it back."—*Montrealer*.

AMERICA—Future—3

To the Americans: "Neither weapons nor wealth will save you. You will be saved by your minority of thinkers. Your salvation will come from your hidden hearts, your slender purses, from the madness of your Edgar Allen Poes—in short, from your poets, no matter what ink they write with."—*JEAN COCTEAU* quoted by *PETER BROICH*, *Deutsche Rundschau*, Germany.

ANCESTRY—4

The best thing to do with the family tree, is to spray it.—*Rev LOUIS H EVANS*, *Christian Advocate*.

BEHAVIOR—5

Friendliness in the long run calls forth friendliness; kindness breeds kindness, and active goodwill multiplies. The germ of love may not be as immediately powerful as that of hate, but in the crucible of time, it has greater value.—*Sen PAUL DOUGLAS*, of Illinois.

BOOKS—6

Teach your kids to see the inside of a public library, and they may never see the inside of a jail.—*Keynote*, published by Associated Male Choruses of America.

—6—

Career Note

A business which might
Be a very good thing
Is the hat-check concession.
In the Presidential ring.—
HELEN GORN SUTIN, *Pathfinder* 7

—7—

CHARACTER—8

Character and lives are like water, which can be taken to a higher level only by work.—*Megiddo Mesage*.

" "

Character is the sum total of the choices we have made.—*Missionary Tidings*.

" "

Even a Stradivarius needs tuning occasionally.—*Sunshine Mag*.

..... *Quote*

The Next 100 Years

Retiring as president of American Ass'n for Advancement of Science, Dr ROGER ADAMS, head of the Dept of Chemistry, Univ of Ill, forecast these developments within the next 100 yrs:

Development of hormones and other drugs which will permit deliberate molding of a person, mentally and physically.

Fertilizers and insecticides that can be sprayed on leaves and spread by the plant's juices.

Conquest of virus diseases—the common cold, polio, pneumonia; elimination of "susceptibility" toward cancer and heart disease.

Control of birth rate thru antifertility compounds added to food.

People happy, healthy and kittenish at 100 yrs of age. 9

CHILD—Training—10

Reasoning with a child is fine, if you can reach the child's reason without destroying your own. — JOHN MASON BROWN, *Good Housekeeping*.

" "

Children have more need of models than of critics.—Woodmen of the World Mag.

CHURCH—Attendance—11

Many a man expects to be buried from the church but he does nothing about keeping it open until he gets there.—Banking.

..... *Quote*

CITIZENSHIP—12

Citizenship is not a passport giving the right to shelter under the umbrella of the state. It should be a share certificate in a going enterprise, the biggest and the best of all enterprises. — A J KNOWELS, "Citizenship Needs Wider Meaning," *Times of Brazil*, Sao Paulo.

CIVILIZATION—13

Civilization is a state of the world when men compare themselves with apes and not with cattle.—L M CHAUFFIER, *Revue de la Pensee Francaise*, Paris (Quote translation).

CRISIS—14

The crisis of literature is essentially the crisis of the decadence of the bourgeoisie. The crisis begins when a society, a state of things, begins to doubt itself, when it feels that the continuance of an old order no longer provides an intelligent, just and endurable order.—Libros de Hoy, Argentina.

CULTURE—15

No true culture is the enemy of other cultures. The greater a culture knows itself to be, the more it feels called upon to give life to others by its own contributions, while at the same time esteeming itself all the more capable of assimilating what other cultures offer. — JAIME TORRES BODET, "No True Culture is the Enemy of Others," *Arts & Architecture*, 5-'52.

DIPLOMACY—16

He who has learned to disagree without being disagreeable has discovered the most valuable secret of a diplomat.—BERT E EASTBROOK, *Good Housekeeping*.

DOCTORS—Medicine—17

A doctor went hunting and returned home complaining that he hadn't killed anything.

"That's what you get," chided his wife, "for neglecting your practice."—ROD BRASFIELD, radio comedian.

ECONOMY—18

Europe goes thru the experience of depression in full employment. Until now we thought—or were taught lately—that a depression consists in having a substantial fraction of the population out of work. Now, the world learns that at a time when everybody has a job, everybody may be getting poorer every day. Poverty in the midst of full employment is a novelty to this generation, which talked itself into the philosophy of curing all problems by spending itself into full prosperity. — DR MELCHIOR PALYI, "Some Aspects of Europe's Bankruptcy," *Commercial & Financial Chronicle*, 3-27-'52.

EDUCATION—19

For every young man or woman who enters college it is est'd that there is another one equally qualified and probably equally anxious to secure a college education who is denied the opportunity.—EARL JAS McGRATH, U S Commissioner of Education, "Report on Education—'51," *School Life*, 5-'52.

" "

The acquisition of knowledge, such as the mastery of the multiplication tables or learning how to read, is not in and of itself education. It is merely the acquisition of a tool whereby education can be facilitated.—ERNEST O MELBY, "Education, Freedom and Creativity," *Music Educators' Jnl*, 6-7-'52.



In this yr of nat'l elections interest centers in the origin and history of sundry expressions commonly associated with political campaigning. The use of "band-wagon" in a political sense traces from 1906, when the *N Y Evening Post* employed the expressive word to mark the popular movement toward Wm Jennings Bryan. That particular band-wagon made a colorful showing in the parade, but failed to win the capital prize.

The venerable expression "hat-in-the-ring" took on political connotations in 1912, when Theodore Roosevelt, heading the insurgent Bull Moose contingent, declared, "My hat is in the ring. The fight is on. . ." He, too, failed to make the grade against less spectacular opponents.

We come on to relatively recent times—the campaign of 1920—for origin of the "smoke-filled room." At the Chicago Republican Convention, Harry Micajah Daugherty, an Ohio politician (who subsequently became U S Att'y Gen'l) told reporters the party faced hopeless deadlock. Gen Leonard Wood, Gov Lowden, of Illinois, Hiram Johnson and Herbert Hoover, of California, struggled against each other for the nomination. "Tonight," said Daugherty, "a handful of men will get together in a smoke-filled room in some hotel, and make the decision." Apparently he knew what he was talking about. Next day Sen Warren G Harding, of Ohio, was nominated on the 10th ballot.

..... *Quote*

If man's religion cramps his
soul,
And takes away his song,
Or puts his spirit in a cell—
It's wrong—all wrong!

If man's religion frees his soul,
His spirit fills with light,
And weaves a song into his
life—
It's right—all right!

—EDITH H SHANK, *Homespun
Memories.* 20

EFFICIENCY—21

Tool engineers for a major aircraft mf'g company have designed a milling machine which reduces man-hrs expended on a single operation from 44 hrs to only 7 min's.—*Planes*, hm, Aircraft Industries Ass'n of America.

EXAMPLE—22

Reclaiming land for agricultural and irrigation purposes in eastern Ceylon, the company involved set up a training program for natives. It ran into trouble when eager employes observed demonstrations so closely that they imitated errors. — *Construction Methods & Equipment*.

EXPERIENCE—23

Experience is what you have left after everything else has been lost. We in the steel business have had plenty of experience recently. Inflation has cost us our shirts — and the President has taken our plants! — IRVING S OLDS, director, U S Steel Corp'n, addressing Academy of Political Science.

..... *Quote*

FASHION—24

The reason Fashion never stands still is that Fashion has learned that moving targets are harder to hit.—WM J BARKER, *Denver Post*.

FOOD—Producing—25

The world has at its disposal enough resources to provide an adequate diet for everybody, everywhere. And if many of the guests on this earth have not yet been called to the table, it is because all known civilizations, including our own, have been organized on a basis of economic inequality.—JOSUE DE CASTRO, *Geography of Hunger* (Little, Brown).

FREEDOM—26

We know we can raise armies, bld arms factories, produce atomic bombs and even more extraordinary weapons. But all these will prove futile unless we continue to produce men and women who are dedicated to the preservation and enlargement of human freedoms.—MRS VERA MICHELES DEAN, "The World in Time of Tension," *Calif Jnl of Elementary Education*, 11-'51.

FREEDOM—of Press—27

What is it like to live in a land where the press is under a dictator's curb? It is always to live in doubt about what is happening, what really is going on, not only in your own country, but in the rest of the world. Truth and propaganda become intertwined. Rumor and gossip ride the land. The final result is that no sensible man can afford to believe anything he reads or hears. All he can ultimately be sure of is how the dictator spells his name.—Newton (Iowa) *Daily News*, in a special issue marking 50th anniv.

GARDENING—28

April showers bring May flowers, aided, of course, by a little spading, raking, hoeing, watering, fertilizing, planting and pruning. — *Changing Times*.

" "

A great philosopher once said, "A work well done never needs doing over." Wonder if he ever tried weeding his garden.—*Rays of Sunshine*.

GOVERNMENT—29

There is getting to be too much overhead and too much underhand in our government.—*Jnl of Living*.

GOVERNMENT—Cost—30

In 1900, just 52 yrs ago, each person's share of Fed'l spending was \$6.85. Right after World War I, 32 yrs ago, the per capita share of Fed'l spending was \$60.40. In '52, this yr, the per capita share—your share—of Fed'l spending will be \$548.38.—*Hoozier Farmer*.

" "

Nothing, not even moonshine, goes to the head quicker than saving democracy with other people's money.—ELLEN GLASGOW, in *They Stooped to Folly*, published in '29.

HAPPINESS—31

We once had a wretched little cat—bedraggled, thin, miserable in appearance. My little daughter named him "Happy." I think she called him that to give him something to live up to. Sad to relate, he never made it.

In a striking way, our "Happy" cat was like happiness itself. When you called him, or set out to catch him, he always evaded you. But if you just left him alone, pretty soon there he was, right in your lap!—DR CHARLIE SHEDD, 1st Presbyterian Church, Ponca City, Okla.

"Of all things!"

The chronic alcoholic is now pretty well shorn of his traditional and trusted alibis. No longer can he blame his unresisted urge to imbibe on the fact that he is an unhappy, misunderstood introvert, or to the assertion that his father was a domineering old goat. An exhaustive survey, sponsored by American Business Men's Research Foundation, brings to light the fact that any kind of personality — happy, sad, introvert, extrovert—can become an alcoholic. "There are about as many reasons as there are drinkers," said a contributing scientist, "and none of them valid under analysis."

To all political office-seekers in this critical yr, CBS-TV is offering free private instruction in effective television behavior. Aspirants practice before live cameras, monitors make suggestions, correct faults of diction, gestures, etc. Later, films and recordings are viewed and criticised. . . By the way, agents are sternly warning screen, radio and TV artists to keep out of the presidential campaign.

Would you care to have copies of QUOTE delivered regularly by carrier pigeon? We may come to it! Exasperated by slowness and uncertainty of the mails, Arthur Weisenberger, N Y broker, is using the birds to communicate with branch offices and agents.

..... *Quote*



Pocket Books, Inc, publisher of the popular paperbacks, is invading the magazine field. Early in '53 they will bring out a new literary jnl, to be called *Discovery*. It will be distributed thru their usual channels and issued in the standard *Pocket Book* format. For the present, it will be published twice a yr.

Editors of *Discovery* will be John W Aldridge (author *After The Lost Generation*) and Vance Bourjaily (author *The End of My Life*). "We intend," says an editorial statement, "to publish writing which is, in our opinion, first-rate, without regard to the supposed limitations of a consistently underestimated reading public." Content: fiction, criticism, poetry, "unclassifiable shorter material."

Tying in with mild mania for detective fiction, Ford Motor Co is issuing *Clues*, pocket-size mag for circulation amongst truck users and prospects. Over a million copies monthly.

Rumor has it that Fleur Cowles (of the *Look*, *Quick* family) is soon to revive *Flair*, her ill-fated dream mag, in a super format, to be priced at \$10 per copy. (So brief was the life of this Cowles venture, in its original presentation, the magazine men had a standing gag to the effect that you had to *Look Quick* in order to see *Flair*.)

..... *Quote*

Page 8 Volume 23—Number 23

INFLATION—32

Whether we enter a full-scale war or, more likely, proceed with a major rearmament program under full employment conditions, there seems little chance of offsetting inflationary pressures for long with increased productivity. Only the unwary will be misled by the slow periods of mild decline that may interrupt the rising price trend in the yrs ahead. — D K KEMMERER, "Our Financial Health at the Outset of 4 Wars," *Current Economic Comment*, 2-'52.

KOREA—33

The war has taken a heavy toll in the South Korean livestock population. Figures recently prepared by American and Korean authorities show these losses: work cattle, 45% loss; dairy cattle, 23% loss; hogs, 73% loss; horses, 24% loss; sheep, 48% loss; goats, 50% loss; rabbits, 13% loss; poultry, 75% loss.—*Hoosier Farmer*.

LABOR UNIONS—34

Never anywhere in industry or at any time in history has there been monopoly so complete and so dominating as exists in the form of labor unions at many points and places today.—Editorial, *Commercial and Financial Chronicle*, 5-8-'52.

LEADERSHIP—Lack—35

Where the business elite fails to produce convincing evidence to the contrary, the proposition that they are incapable of guiding human affairs for any broader purpose than their private gain becomes increasingly self-evident. — DAN'L LERNER, "World Imagery and American Propaganda Strategy," *Columbia Jnl of Internat'l Affairs*.

Pathways to the Past



Week of
June 22-28

"Let's-Play-Tennis" Wk (21-28)
Nat'l Swim-for-Health Wk (23-28)

June 22—The 1st machine for making pins was patented 120 yrs ago. . . Fifteen yrs ago today Joe Louis knocked out Jas J. Braddock to gain heavyweight title. The Brown Bomber was on his way! . . . V-mail film, product of World War II, 1st dispatched to London 10 yrs ago.

June 23—The controversial Taft-Hartley act became law, over Presidential veto, 5 yrs ago.

June 24—St John's Day, oldest festival in honor of a Saint. . . Midsummer Eve, European festival, inspiration for Shakespeare's *Midsummer Night's Dream*. . . 100th anniv of birth of Friedrich Loeffler, pioneer microbe hunter who discovered source of diphtheria. . . The 1st woman in America to demand a vote was Margaret Brent, niece of Lord Baltimore—305 yrs ago today.

June 25—Today is 115th anniv of birth of Chas Tyson Yerkes, financier who gave Yerkes Observatory to Univ of Chicago.

June 26—First AEF troops, World War I, landed in France 35 yrs ago.

June 27—Our 1st traffic law was enacted in New Amsterdam (New York City) 300 yrs ago today. It

10 Years Ago

From the files of QUOTE: "Life is hard," said Paul Joseph Goebels, Nazi Propaganda Minister, in an address to the German people. And Jack Fleisher, UP correspondent rep'ted: "The outlook in Germany is as gray as their bread, and getting grayer." In the U S, chaos and confusion remained ascendant. "The days now grow shorter," said QUOTE, marking the Summer Solstice, "but the daze, apparently, remains unaltered."

—

provided all drivers of wagons, carts or sleighs must walk thru city sts, leading their horses.

June 28—Mile-a-minute speed is nothing new. In England, 150 yrs ago today, a balloon flew 60 miles in slightly less than an hr. . . Oddly enough, the incident that launched World War I (assassination of Archduke Ferdinand) and the step that officially ended the conflict (signing of Treaty of Versailles) both occurred June 28. . . Fifty yrs ago today U S purchased rights and franchises of France in Panama Canal; 12 yrs later—almost to the day — "heartbreak ditch" was completed. Dedicated in Aug '14.

..... *Quote*



Parody

JOHN RODEMEYER

Oh, say can you sing from the start to the end, what so proudly you stand for when the orchestra plays it; when the whole congregation, in voices that blend, strike up the grand hymn—and then torture and slay it? How they bellow and shout, when they're first starting out, but the "dawn's early light" finds them floundering about. 'Tis the Star-Spangled Banner they're trying to sing, but they don't know the words of the precious old thing!

Hark! the "twilight's last gleaming" has some of them stopped, but the valiant survivors press forward serenely to "the ramparts we watched," where some others are dropped, and the loss of the leader is manifest keenly. Then "the rocket's red glare" gives the bravest a scare, and there're few left to face "the bombs bursting in air." 'Tis a thin line of heroes that manage to save the last of the verse and the "home of the brave."
—Friendly Chat.

LIFE—Death—36

Life and death are inseparable partners which we at first think easy to distinguish from one another because of their differences. If we try, however, to define one or the other conception, we find

..... *Quote*

Page 10 Volume 23—Number 23

that it is barely possible without mentioning the other.—Dr HANS LINSE, *Das Problem des Todes*, Hollinek Publ, Vienna (QUOTE translation).

LOVE—37

When a native couple voices matrimonial intentions in French Guiana, relatives sew the pair of them up together in a hammock, stuffing a handful of ants in along with them. The following day, the couple is let out, and if they're still speaking kindly to each other, it's taken as a sign of enduring love and they are permitted to marry.—PAUL STEINER, *Mag Digest*.

MARRIED LIFE—38

A husband, after escorting his wife safely past several show windows filled with feminine finery, sighed softly to himself, "Gosh, that was a close call." And he might have gotten away with it if she hadn't overheard him and thought it was a "clothes call."—*Phoenix Flame*, hm, Phoenix Metal Cap Co.

" "

Visiting the cave of Socrates in Athens I heard again the story of how his wife gave him a terrible tongue-lashing one day. He stood there unmoved. To impress her point, she threw a bucket of water on him. The old philosopher, standing there drenched, remarked, "After all the lightning and thunder, I expected a shower."—Dr J RICHARD SNEED, *Mag Digest*.

MODERN AGE—39

We are in an age of mass production, whether of art or of automobiles. We are restless, dropping one thing for another, and willing to substitute smatter for knowl-

edge; to pique curiosity rather than to establish lasting emotional values. — DOROTHY GRAFLY, *American Artist*.

MONEY—40

Romesh was about to leave for the office one morning when his wife asked, "Dear, does money talk?"

"Yes," Romesh agreed, "that's what they say."

"Well, I wish you would leave some here to talk to me during the day. I get so lonesome." — *Illustrated Wkly of India*.

MUSIC—41

Most anyone will admit that he couldn't conduct a symphony, perform an appendectomy or even run an automobile factory — but rarely do we find a man who doesn't think he can sing tenor. — BERNARD BARUCH, *Keynote*, published by Associated Male Choruses of America.

OPTIMISM—42

We are on the right track if, each day, we find ourselves saying "That's good" at least twice as often as we're saying "That's bad." — NORMAN G SHIDDE, editorial, *SAE Journal*.

POLITICS—43

Old politicians never die; they just run once too often. — *Pipe Dreams*, hm, Universal Concrete Pipe Co.

PRAISE—44

There is no verbal vitamin more potent than praise. — Rev FREDERICK B HARRIS, *Christian Advocate*.



FTC has ordered Book-of-the-Month Club to stop using the word "free" in its ads offering a selected volume, without payment, to new mbrs who agree to take at least 4 Club selections a yr. FTC contention is that the book is not "free" since an obligation is entailed. The term "free", the Commission rules, can be used only where merchandise is given without charge, cost or condition.

In a stinging dissent, Lowell Mason, FTC mbr, berated associates for meddling with a plan so simple "any child in the 4th grade can understand it"; a plan that is "spreading education, culture and knowledge, along with a not unreasonable am't of tripe" to the public. The FTC order will be contested in the court of appeals.

"More terrible than war is the end of laughter," writes Rob't Payne, in *The Great God Pan* (Hermitage). Here are profiles of a gay and great-hearted host of characters, from Pan to Pierot and Punch, with particular emphasis on the tramp character portrayed by Chas Chaplin. Laughter, Mr Payne sadly opines—full-blooded, boisterous laughter—has vanished. In its stead comes the glinty wisecrack, the assembly-line product. Laughter mechanically turned on and off by a radio master of ceremonies.

..... *Quote*



There are at the present time, two great nations in the world which seem to tend toward the same end, altho they started from different points; I allude to the Russians and the Americans. The Anglo-American relies upon personal interest to accomplish his ends, and gives free scope to the unguided exertions and common sense of the citizens; the Russian centers all the authority of society in a single arm: the principal instrument of the former is freedom; of the latter, servitude. Their starting-point is different, and their courses are not the same; yet each of them seems to be marked out by the will of Heaven to sway the destinies of half the globe.—ALEXIS DE TOCQUEVILLE after his visit to America in 1835.

REGULATION—45

The present-day delusion is an attempt to enrich everyone at the expense of everyone else; to make plunder universal under the pretense of organizing it. — FREDERIC BASTIAT, *The Law* (Foundation for Economic Education).

SALESMANSHIP—46

The secret of the "American Way of Life" — which has bestowed happiness, leisure, and the highest living standards of all time upon 150 million singularly-blessed

citizens—is the American Way of Selling. Creative sales mgt—America's unique contribution to progress —is the art of inducing citizens to work harder and do more to obtain and attain things they didn't realize they wanted.—GEO F TAUBENECK, *Air Conditioning & Refrigeration News*.

SCIENCE—47

Forever, when we ask "Why?" Nature gives no answer. Only when we ask "How?" she permits us to discover. That inquiry is the field of science. — DONALD CULROSS PEATTIE, quoted in *Science Digest*.

" "

The prototype of the scientist is not the Good Samaritan, but a dog sniffing tremendously at an infinite series of rat holes.—H L MENCKEN, *Science Digest*.

SELF—Analysis—48

What's the good of seeing ourselves as others see us? We wouldn't believe our eyes.—*London Recorder*.

TAXES—49

I'm proud to pay taxes in the U S. Only thing is—I could be just as proud for half the money.—ARTHUR GODFREY, *Talent Scouts*, CBS program.

TELEVISION—50

An evening's half-hr show on a TV network for time, talent and production costs an average of \$19,000, or \$988,000 per yr. An hr dramatic show on a 52-wk basis costs an average of \$3.4 million. A night-time quarter-hr news strip, 5 times a wk, for 52 wks costs \$4.6 million.—JOHN T DUNLAVY, "The TV Picture," *Bluebook*, 5-'52.

..... *Quote*

VACATION—51

A vacation usually starts several days before you leave your job and lasts several days after you get back.—Oregon Observer.

“ ”

Don't be alarmed—your friends don't have any better times on their vacations than you do on yours.—WM FEATHER, *Enos Mag.*

VICTORY—Defeat—52

He is greatest who is never defeated by his own defeats.—J WM LLOYD, “Serenity of Life,” *New Outlook*, 5-52.

“ ”

Quo Vadis?

In an Italian travel bureau is an interesting sign: “Visit Rome, the historical city, site of the American gigantic film, *Quo Vadis*.”—*Photo Magazin*, Munich (Quore translation).

“ ”

A radio station in Trenton, N J ran a *Quo Vadis* contest and rec'd an entry addressed to the “Cold Bodice Contest.”—*Pleasures of Publishing*. 53

“ ”

WAR—Peace—54

Possibly we could survive another war, but could we live thru another post-war peace?—*Indianapolis Medical Society Bulletin*.

WELFARE STATE—55

Most tyrants, most Hitlers, Mussolinis and Neros came into power by propagandizing for the welfare state — higher pay, more bread, larger pensions, more holidays, new privileges for the poor and downtrodden.—*Judy's Spectator*.



From behind the Iron Curtain: The leading slogan of the Communist gov't in Hungary is this: “We follow the glorious example of the great Soviet Union.” When the largest jewelry store in Budapest was robbed, not a single gem was left by the robbers. They did leave, however, a big red sign that read: “WE FOLLOW THE GLORIOUS EXAMPLE OF THE GREAT SOVIET UNION.”—*Pathfinder*.

“ ”

The Hungarian Ministry of Commerce has ordered that all dogs must be clipped to within one inch and the hair sent for reclamation. Those not fulfilling this order will get a yr in jail. Dogs in Hungary still have it better than their masters who are being skinned alive.—*Vejsnik Zagreb* (Yugoslavia).

“ ”

WOMEN—56

A woman's kitchen table is her palette; the dining table, her canvas.—MARCELENE COX, *Ladies' Home Journal*.

“ ”

The next best thing to a really good woman is a really good natured one.—*Gilcrafter*, hm, Gilbert Paper Co.

WORK—57

When your work speaks for itself, don't interrupt.—L SPRINGER, *NEA Jnl.*

..... *Quote*

Good Stories.....

you can use

During a brief stop at a small Southern town, a couple walked to a small lunch counter. There were steaming containers of creamed chicken, spoon bread, pork chops and other tempting dishes.

They ordered chicken.

"Are you from the train?" a motherly attendant asked.

The man nodded.

"No creamed chicken."

"Pork chops?" queried the puzzled patron.

"Not when you're on the train. You folks can have cheese sandwiches. People with only 10 min's ain't sittin' here to gobble down food I spent all afternoon preparin'! I want folks to dawdle over my food an' appreciate it."—*Wall St Journal.* a

" "

Miss Bernice FitzGibbon, advertising director of Gimbel's dept store in N Y C, was talking with one of her young girl copywriters, a recently-graduated Phi Beta Kappa.

"I'll never wed," the girl confided, "unless I can marry another Phi Beta Kappa."

Miss FitzGibbon (no Phi Bete, herself) intimated that such a course might be just a trace snobbish.

"Oh, it isn't that at all," said the disciple. "I want two keys in the family so I can wear them as earrings!"—*Cosmopolitan.* b

.....Quote.....

Page 14 Volume 23—Number 23

I LAUGHED AT THIS ONE

EDNA HULL MILLER

I have a friend who, for beauty of face and form is hardly the Creator's Masterpiece.

One day we were chaperoning a group of children at a park picnic. Spiritualists were holding a meeting in the park auditorium. I suggested that we step inside for a few moments, as the children were fully occupied.

The medium was giving messages from the beyond to people in the audience. Each time she designated a person to whom she was to deliver a message. They were general messages such as almost anyone might be expected to receive from a departed relative.

"Just notice carefully," I said, nudging my friend. "The people chosen to receive a message all look half-cracked!"

My friend was the next one chosen!

—"

A well-known comedian was being seen frequently with a certain beautiful blonde. Finally someone asked where they had met. "I don't know," the comedian reported. "I just opened my wallet and there she was." — DOROTHY HEGLE, *Pageant.* c

Wise Cracks

A man rushed into a gun-shop in Chicago and said excitedly, "Quick, let me have a revolver."

"What make?"

"I don't mind, the best you've got."

"All right! Don't get so excited! I hope you're not going to commit suicide!"

"Oh, no, not at all! On the contrary, I hope to live a long time."

"Here is a fine weapon—a 10-cylinder."

"Put a few bullets in, will you?" asked the customer.

"Be careful, it's dangerous."

"Never mind, hurry!"

"All right, it's fully loaded."

The customer took the revolver, pointed at the gunsmith and said: "Hands up! Empty your till!"—*Curieux, Geneva, Switzerland.* d

" "

My grandson and I were taking a cross-country trip and before we went, we decided to keep a diary. Every night before he went to bed, he wrote about what he had seen during the day. When we came to the Grand Canyon, he seemed to be extremely impressed. After he went to sleep, I decided to peep into the diary and find out what he thought about this wonder of nature. Scrawled in boyish handwriting was: "Today I spit more than a mile."—Mrs LEAH WILKE, *Family Circle.* e

Some foreign countries are considering levying a tax on American tourists—possibly another way of trying to make them feel at home.—Journeyman Barber.

" "

Instant: The length of time it takes a super-mkt cash register to reach \$10.—Changing Times.

" "

In union there is strength, and man, do the unions try to use it.—PETE BAIRD, New Orleans Times-Picayune.

" "

In the old days, the man who saved money was a miser; nowadays he's a wonder.—Automotive Dealer News.

”

At a Mormon wedding in the days of polygamy, the preacher was a bit hard of hearing and had some difficulty in getting the proper responses. "Do you take these women to be your lawfully wedded wives?" "I do," repl'd the groom. "Do you take this man to be your lawfully wedded husband?" he asked the women. There was a faint chorus of "I do." The minister glared. "Some of you girls in the back row will have to speak louder if you want to get in on this."—*American Eagle*, hm, American Forest Products Corp'n. f

.....Quote.....

Quote-ettes

Jos E DAVIES, expressing his conviction that a Russian spy occupied the attic of U S Embassy during his period as Ambassador to USSR: "I still think we should have been charging somebody rent." 1-Q-t

" "

SAMIA GAMAL, Egyptian dancer, now in Hollywood: "I never wear girdle; is only for fat woman. I think I am only one in Hollywood who doesn't wear one." 2-Q-t

" "

Chicago merchant, commenting on effect of recently-liberalized credit terms: "For some reason, the guy who has a buck isn't buying." 3-Q-t

SECOND CLASS MATTER

News of the **NEW**

Among interesting medical developments comes news of an electrical arm for amputees. The electrical part of the hand furnishes power to flex and extend elbows and wrists, to rotate the hand, and to open and close the fingers and thumb. Control signals are supplied by pneumatic impulses from an insole in the wearer's shoes, which are transmitted to a small but powerful motor in the forearm shell of the device. New arm, developed by Internat'l Business Machines Corp'n, is still being tested; not yet available for gen'l use.

Another new device is one which draws wheels on wheelchairs closer together, enabling users to get thru doorways more easily.

Merciful newcomer is a plasma-medicated bandage for burns. Mfd by Globe Pharmaceutical Co, trade name is *Burn-Aid*.

Also, new plastic blood pack in which to collect, store and ship blood without danger of breakage; saves space and cost. Pack can be sterilized at temps of 250 degrees, comes complete with needles and tubes for donor and patient.

